

©CIL 17916 C

MAY 22 1922

NORTH OF THE RIO GRANDE

Photoplay in 5 reels

Adapted by Will M. Ritchey from the novel "Val of Paradise" by Vingie E. Roe

Directed by Rollin S. Sturgeon

Author of the photoplay (under Sec. 62)
Famous Players-Lasky Corporation of the U. S.

©CIL 17916

MAY 22 1922

"NORTH OF THE RIO GRANDE"

By- Vingie E. Roe

Picturized by Will M. Ritchey
Directed by Joseph Henabery

The Cast

| | |
|--------------------------|-----------------|
| Bob Haddington..... | Jack Holt |
| Val Hannon..... | Bebe Daniels |
| Colonel Haddington | Charles Ogle |
| Father Hillaire..... | Alec B. Francis |
| Brideman..... | Jack Carlyle |
| Briston..... | Fred Huntley |
| Lola Sanchez..... | Shannon Day |
| John Hannon..... | Will Walling |

It is an evening of feasting at the Rancho Haddington in Mexico. Col. Haddington and his son, Bob, are entertaining two noted equine guests, the twin racers, Comet and Meteor, just returned from El Paso. "We drink the health of the two best horses that ever left the field behind," is the Colonel's toast.

To the nearby village of Santa Dolores, where Father Hillaire is ministering to his beloved peons, comes sudden tragedy. Mexican troops raid the town under the guise of collecting back taxes. Father Hillaire sends a hurry call for Bob Haddington and the latter, full of the spirit of daring and adventure, takes a handful of cowboys, rides to Santa Dolores, scatters the Mexican troops and restores the loot.

Meanwhile, at the ranch, two masked riders, coming from the North, attempt to steal Comet and Meteor. Col. Haddington surprises the thieves, but is shot down, just as Bob returns from the village. Bob furiously intercepts the murderer's horse and tears the mask from the man's face. The thieves escape, however, with Meteor. The Colonel dies that night and Bob, in spite of Father Hillaire's plea for the ways of peace, declares that he cannot rest until he has found Meteor and the man who killed his father.

Following his defiance of the Mexican government, Bob's ranch is confiscated and he becomes a law unto himself. Under the name of Bob Velantrie he assembles a band of venturesome men and they war upon injustice of every kind. Bob always rides Comet and is forever searching for Meteor.

Bob and his men finally sweep down Blind Trail Pass into the range country of the United States and there Bob pays a visit to a wealthy half-breed ranch owner who had mercilessly exploited Mexican peons. Forcing the ranch-owner to disgorge a bag of gold, Bob starts for Refugio Mission where Father Hillaire has established a refuge for peons driven out of Mexico.

Meanwhile, the little cow-town of Santa Leandra, also in the range country of the United States, is excited over news that the "Black Rustler" is again running off cattle through Blind Trail Pass. The implication is that Bob may be the Black Rustler.

Arrived at Refugio Mission, Bob tries to make Father Hillaire take the bag of gold for his refugees. The priest, however, refuses, declaring that Bob should give up this wild life and his idea of revenge and seek peace in the shadow of the Mission altar. But Bob cannot give up the idea of finding his father's murderer. While they are arguing Val Hannon, daughter of the biggest rancher in the district, arrives at the Mission on her daily visit of cheer to the refugees. Father Hillaire is almost forced to introduce Val and Bob, although the good priest shows apprehension over the quick flash of impending romance between the two young people. When Val leaves, Bob frankly tells Father Hillaire that he knows that he is not fit for a girl like Val - but - Bob also knows that Val comes to the Mission every day. As Bob leaves he casually drops the bag of gold at the padre's feet and the latter finally accepts the offer as "a doubtful means to a holy end."

Some miles to the North lies John Hannon's Paradise Ranch and the

own. returns from one of his frequent business trips shortly after Val arrives home from the Mission. John Hannon is riding Redstar, the king of all his horses. (In reality, Redstar is Meteor, although we do not know this for some time.) Hannon's wife, Belle is blind, and there is a great bond of affection between father, mother and daughter.

After leaving the Mission, Bob meets his men at Santa Leandra, and there, at Hunnewell's store, Bob gets into a poker game with a man names Brideman. The latter is rather a mysterious character about the town-- he always seems to have plenty of money and no one seems to know where he gets it. During the game, Lolo Sanchez, a pretty little Mexican flirt, vainly makes eyes at Bob. When Bob breaks Brideman, Lolo suggests that Birdeman stake her against Bob's pile. Bob wins again and Lolo says, "You are my master now." Bob laughs, pours his winnings in her sash, tells her to go home and be a good girl. As Bob and his men ride away Hunnewell announces the fact that Bob is now other than Velantrie and that some think he is the Black Rustler. Lolo gets somewhat of a thrill out of the information.

At Paradise Ranch a delegation of ranchers come to confer with John Hannon about the menace of the Black Rustler - and Hannon declares that they will yet concoct some plan to trap this clever thief. One of the ranchers, names Dyke, seems to be somewhat sceptical, as he says, "Funny thing, John Hannon hasn't never lost no stock. What's your magic, John? I'm curious."

Hannon coldly taps the butt of his revolver and replies. "Here's my magic, Dyke - want to see me make it?" The other ranchers make Dyke shut up, but the latter still persists in being "cur'ous." The ranchers agree to organize against the Black Rustler with John Hannon as their leader.

Bob had intended to ride South that night. At the last moment, however, Bob's men depart without him, taking with them Comet, who is in need of a rest on the pastures of the South. Bob rides a roan horse - and the

Next day he again appears at Refugio Mission. Val is also there, and Father Hillaire's anxiety deepens.

In the Mission is a Mexican woman whose husband has deserted her and Bob promises Val to try to find the deserter and bring him back. Father Hillaire is very much relieved now because Bob will not return for some time. It is very evident that the padre thoroughly disapproves of the ^{growing} quickly interest between Val and Bob.

For many weeks Bob searches the border country for the missing peon. Then comes the Fourth of July and the annual dance at Hunnewell's store in Santa Leandra. Bob and his men suddenly appear at the dance and Lolo Sandez, in all her glory, at once deserts her Mexican lover and tries to attach herself to Bob. Val and the Paradise cowboys come in just as Lolo's Mexican lover, insanely jealous, attempts to shoot Bob. Val knocks up the revolver and Bob admiringly thanks her for saving his life. After telling Val that he would like to meet her at the Mission the next day, Bob leaves, taking his men with him. Lolo, very much miffed over the failure of her plan to ensnare Bob, turns to Brideman for comfort.

John Hannon and his wife have remained at the ranch and Hannon very carefully tells Jose, his peon servant, to make sure that Redstar is safely locked in the stable. It is dawn before Val and the cowboys return to Paradise Ranch from the dance, and Val is heartbroken to find that Redstar has been stolen from his stable during the night. John Hannon rages, placing the blame on the Black Rustler, and sends out a summons for all the ranchers to meet him at Black Rock that afternoon to discuss plans for capturing the Rustler.

When Val goes to Refugio Mission that afternoon, Father Hillaire warns her to say nothing of Redstar to Bob because Bob has sorrow enough of his own. It is then that Bob appears on the scene with the Mexican deserter whom he restores to the wife. There is a touching scene when the

Leon discovers that a baby had been born to his wife during his absence. The incident serves to draw Val and Bob more closely together and in spite of Father Hillaire's anxiety, Bob, still riding his roan, accompanies Val when she leaves the Mission for home. Bob's final word to the padre is, "I know padre, she is like your church door - forbidden to me."

As Val and Bob ride away from the Mission, Lolo Sanchez, in Santa Leandra, is nursing her blind hate of Bob, because he had scorned her love. Brideman, infatuated with Lolo, visits her often, and because he says he knows a secret about the Black Rustler, Lolo, believing that Bob is the Black Rustler, tries to worm the secret out of him.

Val and Bob, slowly riding among the hills, are strangely silent under the spell of romance. Then Bob announces that this is his last visit to the range land and Val frankly declares her disappointment - they are just getting to be good friends. Bob, sensing that Val cares for him, tells her he is a hunted outlaw and a man who has sworn to kill an enemy. The girl replies, "But you must repent - break your oath. The door is open at Refuge and in my heart." In desperation, Bob begs her not to ask him to break his oath and tells her how his father was killed and that he shall know the murderer when he meets him. "I understand," says Val and they slowly move on to the Black Rock where they come upon Hannon and the conference of ranchers. Bob instantly recognizes Hannon and the latter also knows Bob. There is a quick gun play. Hannon gets into shelter behind a rock and Bob calls him a murderer and dares him to come out. It is only when Val rushes toward Hannon's hiding place, calling "Father", that Bob realizes his father's murderer is the father of the girl he loves. A tense moment and then Bob lowers his revolver declaring that he was mistaken, that this is not the man he wanted. Val, in a daze, asks Bob what he means. In a desperate effort to put an end to this thing, Bob tells her that they must part - that some call him (Bob) the Black Rustler. Val replies,

Ever so, you are my man. You will come back to me." Bob quickly rides off and Dyke, who is in the crowd, still expresses himself as "curious".

Meanwhile, Brideman, lured by the promise of a kiss, tells Lolo that the Black Rustler is planning to ride in a day or two. Quickly getting rid of Brideman, Lolo goes to the store and warns one of the ranchers that the Black Rustler is about to raid. Lolo thus hopes to revenge herself on Bob. At Paradise Ranch, John Hannon leaves on one of his business trips.

Although dubious of Lolo's tip, the ranchers post a guard the next morning in Blind Trail Pass, and at the same time the foreman of Paradise Ranch suspiciously follows Jose off into the hills. The range is suddenly dotted with the smoke of signal fires, warning the ranchers for miles around that the Black Rustler is at work. The Paradise cowboys start out to close in on the Rustler, declaring that they will hang the thief this time. Val, who believes that Bob is the Black Rustler, is horrified over the situation.

The Black Rustler and his partner are driving off a big bunch of cattle. It is now revealed for the first time that the Black Rustler is John Hannon and his partner is Brideman. Hannon is insanely excited over the great race they will have for the Pass with the ranchers for miles around trying to catch them. Hannon does not know that Brideman has foolishly spilled his secret to Lolo. A band of cowboys come suddenly upon Hannon and Brideman. There is a short encounter. Brideman gets away but Hannon is badly wounded. Hannon, however, manages to hide and then turns his horse toward home.

Meanwhile, the Paradise foreman, who has followed Jose, finds Redstar in a blind canyon in the hills. Redstar breaks thru the open gate and gallops off toward Paradise Ranch. At the same time, Bob has appeared at the Mission and Father Hillaire learns that the Black Rustler is riding into a trap. The padre tells Bob the secret that has burdened his heart - that John Hannon is the Black Rustler. Hannon's insane longing for excite-

ent and adventure has led him into this double life. For the sake of Val, who believes that her father is the best man in the world, Bob declares he will ride into the circle of avenging ranchers and draw off pursuit from Hannon. Thus Bob starts for Blind Trail Pass on Comet. Bob runs across the wounded Hannon who is closely pursued. Bob insists that he take Hannon's hat and while Hannon rides for the ranch, he (Bob) shall draw off the pursuers. Then begins a long and thrilling chase and counter chase between Bob and the ranchers. Hannon barely reaches home and dies in Val's arms after telling her that he is the Black Rustler and that Bob has taken his place and is being hunted into the Pass. Val is agonized. There is no horse on the place, no way to save Bob. Then Redstar comes galloping home. Val quickly mounts Redstar and races for the Pass.

The chase draws to a close near Blind Trail Pass with the two twin horses, Comet and Meteor, coming together as though by ties of blood, the one carrying Val, the other Bob. And behind, the great throng of ranchers thunder, driving Bob into the guard at the Pass. As the angry ranchers mill about Bob, Val forces her way through and bravely announces that the Black Rustler is her father and that Bob was only trying to draw off pursuit from the real rustler. When the ranchers find it hard to believe this, Brideman, who has already been captured, speaks up and confirms Val's story. Thus Bob is set free and he and Val ride back to Paradise Ranch, to begin life together. And Brideman - well, Brideman says, "Give my love to Lolo, the little vixen," as the ranchers carefully adjust a rope around his neck.

- - - - -

LAW OFFICES
FULTON BRYLAWSKI
JENIFER BUILDING
WASHINGTON, D. C.
TELEPHONES MAIN 885-886

MAY 22 1922

Register of Copyrights,
Library of Congress,
Washington, D. C.


I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of
Famous Players-Lasky Corporation

NORTH OF THE RIO GRANDE (5 reels)

Respectfully,

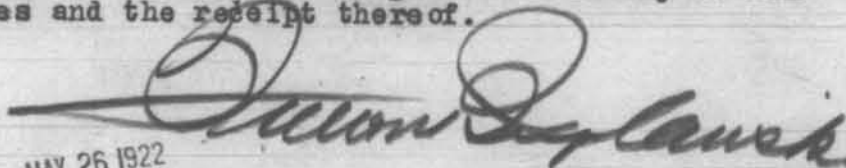
FULTON BRYLAWSKI

The Famous Players-Lasky Corporation hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

| <u>Title</u> | <u>Date of Deposit</u> | <u>Registration</u> |
|---------------------|------------------------|--|
| NORTH OF RIO GRANDE | 5/22/22 | L:  ©CIL 17916 |

10 Copies Returned
MAY 26 1922
Delivered in person

The return of the above copies was requested by the said company, by its agent and attorney, on the 22d day of May, 1922, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.



★ O.K.-F.G.R. MAY 26 1922

23 May 1922 LP 17916

EXHIBITORS' PRESS BOOK

A Two-Star Bullseye!

Thundering hoofs and
alkali, a beautiful girl
and a fighting man—
a sweeping drama of
the Great Southwest.



JESSE L. LASKY PRESENTS
**JACK
HOLT**
AND
**BEBE
DANIELS**
IN
**"North
of the
Rio Grande"**
A Paramount Picture

Story by Vingie E. Roe

Directed by Joseph Henabery

Scenario by Will M. Ritchey

3-Column Press Ad 3A Above



FAMOUS PLAYERS-LASKY CORPORATION



Mats or Elect-os at Exchanges

Country of Origin, U. S. A. Copyright, 1922, by Famous Players-Lasky Corp. All rights reserved.

e L. Lasky
resents

Jack Holt and Bebe Daniels in

"NORTH OF THE RIO GRANDE"

A Paramount
Picture

Remarkable Western Story Screened on the Famous Apache Trail



Let the Cards Talk

to your patrons about the picture. Post them up where they will be seen and they will do the rest!

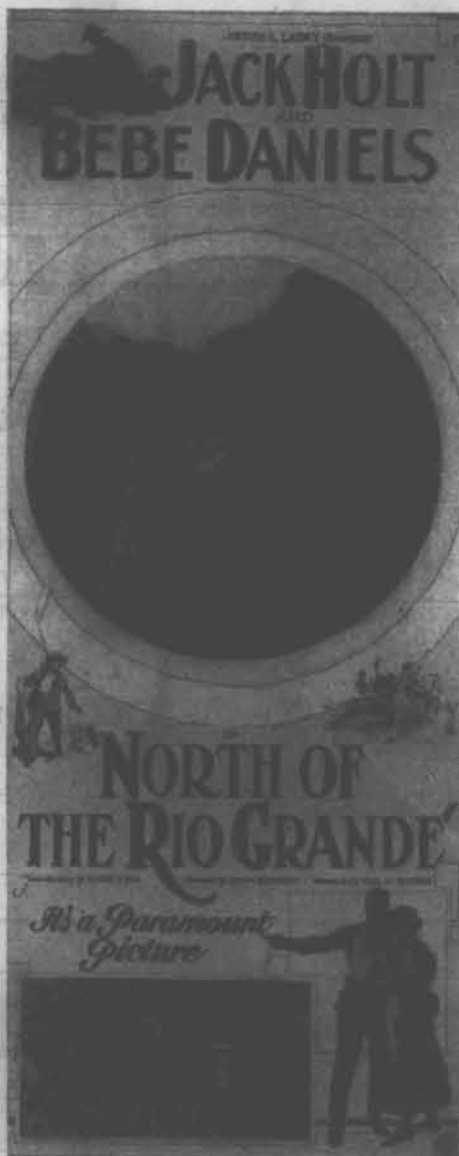
Use the Accessories



FINE INSERT CARD

for the Exploitation of

"North of the Rio Grande"



MAY 29 1922

Jesse L. Lasky
Presents

A Picture

WITH two
mount
single picture
tion along
that for she
scarcely be
Grande," co-
These form
interest Par
prove a box
power. That
Jack Holt
Bebe Dani

It is inter
greatest suc
star is "Duck
is the only
Jack Holt
triumphs ar
which the
photoplay co
And, of co
audience dra
in a single
large public
as "Ducks
"Two Wee
"One Wild
"You Never
It." Jack
virile he-ma
as well as
Paid For,"
Lost Roman

You're ge
sonalities is
the "pep" a
views of th

Rollin S.
of Picture

Rollin S.
the Rio G
screen fans
as a free la
graph, soo
department
Company
other pictur
age," Go
"Through
tiny," "Br
knows his
tures of e
of these, "
will rank

Vingie E.
Well Kn

Vingie E.
which "No
tion, ranks
Western
Western fi
in the wil
States. It's
the cliff-d
the most
fer. It's
acter of t

Jesse L. Lasky
Presents
Jack Holt and Bebe Daniels in
"NORTH OF THE RIO GRANDE"
A Picture of Exceptional Heart Interest and Wide Popular Appeal

WITH two famous and equally popular Paramount stars appearing as co-stars in a single picture; remarkable scenery, thrilling action along the arid southern border; a story that for sheer drama and genuine appeal can scarcely be surpassed is "North of the Rio Grande," co-starring Jack Holt and Bebe Daniels. These form a combination which should not only interest Paramount exhibitors everywhere, but prove a box office magnet of signal drawing power. That it will earn money is a certainty.

Jack Holt and Bebe Daniels Co-Stars

It is interesting to note that listed among the greatest successes of Bebe Daniels as a Realart star is "Ducks and Drakes," "Ducks and Drakes" is the only Daniels starring vehicle in which Jack Holt appeared as leading man and its triumphs are an indication of the favor with which the playgoers of the country view the photoplay combination of the two favorites.

And, of course, it is unnecessary to stress the audience drawing power of two established stars in a single picture. Bebe Daniels has gained a large public following through such successes as "Ducks and Drakes," "A Game Chicken," "Two Weeks With Pay," "The Speed Girl," "One Wild Week," "Nancy from Nowhere," "You Never Can Tell" and "She Couldn't Help It." Jack Holt has hit the public fancy in such virile he-man vehicles as "The Call of the North," as well as in the all-star casts of "Bought and Paid For," "Midsummer Madness" and "The Lost Romance."

You're getting two recognized box office personalities in "North of the Rio Grande." As to the "pep" and drawing power of the story, previews of the picture amply prove.

Rollin S. Sturgeon, Director of Picture, Famous in His Field

Rollin S. Sturgeon, who directed "North of the Rio Grande," needs no introduction to screen fans in this country. He began his career as a free lance scenario writer, then joined Vitagraph, soon becoming head of the production department. He founded the original Vitagraph Company at Santa Monica, Calif., and among other pictures, he directed "The Chalice of Courage," "God's Country and the Woman," "Through the Wall," "Petticoat Pilot," "Destiny," "Breath of the Gods" and others. He knows his art thoroughly, the result being pictures of exceptional strength and virility. And of these, "North of the Rio Grande" doubtless will rank as among his best.

Vingie E. Roe, Author, Well Known Novelist

Vingie E. Roe, author of "Val of Paradise" of which "North of the Rio Grande" is a picturization, ranks high among native novelists. It is a Western story with a strong logical theme—a Western filmed along the famous Apache Trail in the wildest, wildest country in the United States. It's a Western that treats one's eyes to the cliff-dwellings country and many others of the most remarkable views America has to offer. It's a Western that from the very character of the country utilized offers unusual op-

EXHIBITORS' PRESS BOOK

Charles Kenmore Ulrich, Editor

Important Facts For Exhibitors Regarding "North of the Rio Grande" a Superb Paramount Picture Production Starring Jack Holt and Bebe Daniels

opportunities for effective exploitation by exhibitors. And you should take advantage of them.

Will M. Ritchey, Scenarist, Most Capable Photoplaywright

Will M. Ritchey, scenarist of "North of the Rio Grande," is considered one of the most capable continuity writers identified with the screen. He will be re-called for such successes as "Everywoman," "The Sea Wolf," "The Fighting Chance" and "White and Unmarried." Mr. Ritchey understands camera technique and he has made an excellent translation to the screen of the virile material provided by the Vingie E. Roe story.

Story Filled With Thrills and Genuine Heart Appeal

Colonel Haddington is killed and Meteor, one of his two twin horses, stolen in a raid on the immense Rancho Haddington. His son, Bob, swears vengeance and starts in search of the

cattle rustler who killed his father. He becomes known as Velantrie, head of a daring band which wars upon injustice, disgorging ill-gotten gold from ranch-owners who have mercilessly despoiled the suffering peons.

Velantrie turns the gold over to Father Hillaire for his work at Refugio Mission and there meets Val Hannon of Paradise Ranch. She is the daughter of John Hannon, one of the richest ranchers of the district. Later Bob, in a poker game at Hunnewell's store, "wins" Lolo Sanchez, a Spanish beauty who is jokingly put up as a wager when Brideman, an associate of Hannon, loses his money. Suspicion falls upon Bob as being the "Black Rustler," a notorious cattle thief. Lolo, angered at the indifference of Bob, worms from Brideman the information that "the Black Rustler will raid this week."

Bob learns simultaneously that John Hannon is not only the "Black Rustler" but also the father of Val. He meets Hannon, who has been wounded by his pursuers, changes clothes with him, and is captured by the posse as the "Black Rustler." In the meantime "Redstar," the stolen Meteor, breaks loose from a canyon stockade in which Hannon had hidden him. He runs to the Hannon ranch just as Val learns of Bob's capture and her father dies in her arms. She rides to Bob's rescue and the situation is explained just as they are about to lead him to the nearest tree.

Unusually Strong Players Are Assembled in the Cast

Jack Holt and Bebe Daniels are supported by as fine a cast of players as has been seen in any picture in many a day. Screen fans will recall the appearance of Alec B. Francis in "The Great Moment," "A Virginia Courtship" and "Beyond the Rocks," and of Charles Ogle in "A Virginia Courtship," "After the Show" and "Midsummer Madness." Mr. Francis has a fine human interest bit as "Father Hillaire" while Mr. Ogle is Jack Holt's father, killed in early scenes of the picture. Shannon Day, a Folies beauty, gives a dash of color as "Lolo Sanchez" while Jack Carlyle and Will Walling are two new faces to Paramount Pictures who have achieved recognition in other photoplays.

Faxon M. Dean, Noted Screen Photographer

Faxon M. Dean, the cameraman who photographed "North of the Rio Grande," has a long list of photographic achievements to his credit. Mr. Dean was for many years a newspaper photographer and he entered the motion picture field in 1911. His work is distinguished by artistry of the highest merit as was proved by Jack Holt's first Paramount starring vehicle, "The Call of the North." His latest work shows him at his best.

Essential Features for Sure-Fire Exploitation

Exhibitors should impress upon their clientele the following facts regarding "North of the Rio Grande":

Jack Holt and Bebe Daniels, popular Paramount stars, are co-starred in this production, which means two big stars for the price of a single admission. The picture shows beautiful scenery along the famous Apache trail, in Arizona, cliff dwellings, Indians, real Western cow ranches. Extraordinary equestrian feats by Mr. Holt, mounted on "Robin Hood," a famous champion jumping horse which has won scores of prizes. Bebe Daniels in a role entirely different from her recent city girl parts, and showing that she rides like a real Western girl.

Romance, comedy and pathos attending the refugee rush from the border during the unsettled days a few years ago.

Three

Jesse L. Lasky
Presents
Jack Holt and Bebe Daniels in
"NORTH OF THE RIO GRANDE"
A Picture that Will Make You Grip Your Seat and Hold You to the End

NOTES FOR PROGRAMS OF

Jack Holt and Bebe Daniels' Picture
"NORTH OF THE RIO GRANDE"

HERE are several answers to queries which may prove good material in your theatre programmes. Use them any way you see fit.

ARIZONA—You guessed it—"North of the Rio Grande" is a story of Arizona and you may be sure that it is chuck full of action. Jack Holt and Bebe Daniels play the leading roles. It is a Paramount picture coming here next.

J. A. C. COLT—If that has been your opinion you have been laboring under a delusion, because Jack Holt is an expert horseman, a fact which he demonstrates in his latest Paramount picture, "North of the Rio Grande." As a matter of fact, horses are Jack's hobby, and he has a regular stable of them.

SPEED E. CARR—Yes, you'll find Bebe Daniels in "North of the Rio Grande," but she won't be piloting an automobile this time. Instead, you'll find her on horseback, and as winsome and courageous a daughter of the plains as there ever was. The picture will be here next.

BOOKSHELF—Vingie E. Roe is the author of the novel, "Val of Paradise," from which "North of the Rio Grande" has been adapted, and not the writer you mention. Jack Holt and Bebe Daniels are co-stars in the picture.

DETAIL—You ask who else you will see in "North of the Rio Grande" in addition to the two stars. Well to mention just a few you'll be seeing Charles Ogle, Alec B. Francis, Fred Huntly and Will R. Walling. All of them have strong character roles in this big Western picture production.

EQUESTRIENNE—Just by way of making a shrewd guess it can be figured that you are going to thoroughly enjoy "North of the Rio Grande," the Paramount picture coming here next for it is a story in which two of the principal figures are twin horses, so speedy that folks used to say they could outstrip their own shadows.

COLORFUL CATCHLINES

THE vengeance in his heart was deep and bitter—but love of a good woman burned it out and left him serene and calm.

Swinging swiftly along to the clatter of galloping hoofs—racing with a thrill beneath skies of unending blue—sweeping through a tangle of tempestuous emotions—such is "North of the Rio Grande."

Twin horses, a man and a maid. And around them swirled the eddy of a thousand cruel torments. Which direction held the way to happiness? And how were they to know it? See "North of the Rio Grande."

!! Beware !!
The Black Rustler
is
NORTH OF THE RIO GRANDE
he'll be at the
Theatre next

A Teaser Advertisement

Four

Letter for the Exploitation of "North of the Rio Grande"

DEAR Miss Rosenberg:

Do you want to take one hour and go down to Arizona and live a glorious, carefree life among the people of the open spaces? Yes, a rollicking, reckless life with the cows and horses and bad men?

Such an opportunity will be yours next when a Paramount picture, "North of the Rio Grande," will receive its initial presentation at this theatre. Jack Holt and Bebe Daniels co-star in the picture and they give mighty pleasing performances. The story is dramatic and the settings are the superlative in picturesqueness.

We commend this photoplay to you as one of the finest epics of the West to be screened at this theatre, and we are sure you will find it attractive.

Come early, and be prepared for thrills and action—and love-interest.

Sincerely yours,
Manager.

A thundering drama of the great sweeping Southwest—filled with all the thrills and beauty of that land is "North of the Rio Grande."

Out there North of the Rio Grande a man, to avenge the death of his father, defied law and order, and even renounced the girl he loved in order that he might some day settle accounts with the murderer. Did he? And how? Come! See!

The powerful story of a man whose love for his father's memory was so great that he forsook everything in order that the man, who had made his father only a memory, might be brought to justice.

PUBLICITY PUNCHES TO EXPLOIT PICTURE

Print Them in Your Programmes or Send Them to the Press

OUT of the blackened night, into the midst of the feast came the bandits, bringing with them fire and thrills and tragedy.

And out of their visit was born a vengeance.

What was that vengeance, and what heart-breaking chase did it lead the man who had sworn it?

See, in "North of the Rio Grande" the vivid, virile story of a man who for love of his father's memory almost wrecked his own life.

Who was "The Black Rustler?" Was he an out-and-out renegade raiding the peaceful settlers just because of an insatiable hatred of all law and order?

Or was he a respected member of the community defying law and order just for the sheer love of excitement?

In "North of the Rio Grande," the Paramount picture coming here next you will find yourself torn between two doubts. And it will not be until the very end of the picture is reached that you will know the truth.

PERSONAL NOTES ABOUT The Leading Players in Paramount Picture "NORTH OF THE RIO GRANDE"

YOUR patrons are interested in learning the history of their screen favorites. Here are sketches of the principal players in "North of the Rio Grande," which you should print in your house organ:

Jack Holt

Jack Holt was born in the old Marshall mansion in Virginia, made famous by Sheridan's ride "to Winchester, twenty miles away." He is a descendant of Chief Justice Marshall. Has roughed it all over the West, including Alaska, where he developed "pep" dodging between the snowflakes and slipping over the frozen Yukon. After a long series of successful leading roles he won his spurs as a star.

Bebe Daniels

Bebe Daniels is part Spanish, part Scotch. She was born in Dallas, Texas, and has been on the stage since she was six. Entered motion pictures in 1913. Best known for her harum-scarum, good little bad girl roles. "North of the Rio Grande," however, gives her her first western story for many years.

Charles Ogle

Mr. Ogle started life as a law graduate from the College of Law, Chicago, but soon gave Blackstone the "gate" in favor of dramatics. His specialty is dragging a tear one minute—and a laugh the next. He was seen in "Conrad in Quest of His Youth," "After the Show," "A Wise Fool" and many others.

Alec B. Francis

Before he was an actor, Mr. Francis was an officer in the British army. He served in India and has played on the stage in South Africa, India, England and the United States. A man of distinguished appearance, he is in constant demand for film appearances.

He loved her with the fullness of his heart, and he knew that she loved him.

But he knew that he was an outlaw, a renegade, beyond the pale of respectable men and women.

Why was that? And was there no way in which he could work out his redemption? See the thrilling and colorful solution to this tangle in "North of the Rio Grande," a Paramount picture starring Jack Holt and Bebe Daniels, coming here next

Don't miss "North of the Rio Grande," co-starring Jack Holt and Bebe Daniels, which comes to the Theatre next It will delight you, for it's a Paramount.

The Twin Racers
COMET and METEOR
are coming
NORTH OF THE RIO GRANDE
to the
Theatre next

Another Teaser Adv.

Jesse L. Lasky
Presents

An A

Inter

ON the
there
races
near by
small
the pre
Hillaire
for help
troop of
In their
at the H
the twin
shot dow
lage. The
Bob's eff
and Bob
The south
erty and
He rides
under the
injustice
In Ariz
through B
being the
Val Hannon
rancher, n
in each o
meet at H
of capturi
non is that

PR

THAT th
drama,
thuisiam
a new Pa
A well
ing provide
when one
marvelous
"jumper."
action.
Bebe
as good
of her
previ
well-kn
of this

"Shots
4,000 years
the Jack H
at the . . .
The sc
life along
tion into
a strong p
immensely
Francis, W

"NO

J

© CIA 676631

MAY 29 1922

Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

A Paramount
Picture

"NORTH OF THE RIO GRANDE"

An Absorbing Romance of Love and Adventure on the Mexican Border

Intensely Dramatic is Jack Holt and Bebe Daniels' Co-Star Picture

ON the immense ranch of Col. Haddington, there is feasting in celebration of the twin racers, Comet and Meteor. At Santa Dolores, near by, where Father Hillaire ministers to his small flock, several outlaws raid the village on the pretense of collecting back taxes. Father Hillaire sends a message to Col. Haddington for help, and Bob responds at the head of a troop of merry cowboys.

In their absence, two masked riders appear at the Haddington ranch, and attempt to steal the twin horses. Col. Haddington resists and is shot down just as Bob returns from the village. The thieves escape with Meteor, despite Bob's efforts to capture them. The Colonel dies and Bob swears vengeance upon his assassin. The southern authorities confiscate Bob's property and he becomes a law unto himself. He rides Comet as he searches for Meteor and under the name of Bob Velantrie, he wars upon injustice of every kind.

In Arizona, news comes to Santa Leandra that the "Black Rustler" is running off cattle through Blind Trail pass. Bob is suspected as being the rustler. At Father Hillaire's mission, Val Hannon, daughter of John Hannon, a rancher, meets Bob. The two become interested in each other. Bob goes to Arizona as ranchers meet at Hannon's to discuss ways and means of capturing the "Black Rustler." In fact, Hannon is that individual himself, but none suspects

"NORTH OF THE RIO GRANDE"

The Cast

Bob Haddington, a rancher . . . Jack Holt
Val Hannon, his sweetheart Bebe Daniels
Col. Haddington, Bob's father . . . Charles Ogle
Father Hillaire . . . Alec B. Francis
John Hannon, Val's father . . . Will R. Walling
Brideman, a gambler . . . Jack Carlyle
Briston . . . Fred Huntley
Lola Sanchez . . . Shannon Day
Belle Hannon . . . Edythe Chapman
Paul Perez . . . George Field
Clendenning . . . W. B. Clarke

the truth. There is an excited meeting during which the statement is made that it was significant that of all the ranchers, Hannon alone had suffered no loss at the hands of the rustler.

Leaving a saloon where he had cleaned out a gambler and won a girl whom he immediately liberated, Bob meets Val and gloomily tells her that he is a hunted man. A bandit tries to shoot Bob and Val saves his life. Bob tells

the girl that he will leave Arizona, inasmuch as he must hunt down his father's assassin. Meanwhile, Hannon has discovered that his horse Meteor, which he had stolen at the time he slew Col. Haddington, and which now is known as Red Star, was missing, and he charges the crime to the unknown rustler. A posse is formed and pursuit begun.

As Bob is saying his farewell to Val, he sees Hannon and recognizes him. He draws his gun as Val announces that Hannon is her father. Bob realizes that he is now powerless to act and quits the country. The ranchers however, continue their quest. A few days later, Hannon and his band are raiding a ranch when cowboys approach and in the fusillade that follows, Hannon is wounded. Bob appears on the scene, changes clothing with him and draws the pursuit upon himself, in the hope of averting disgrace from Val. He is captured and Hannon, who manages to ride back home, dies in Val's arms after revealing the truth.

Val is determined to save Bob from the ranchers and Meteor suddenly gallops home from the hills. She mounts the animal and after a mad ride, reaches the pass where the ranchers are about to hang Bob. She exculpates him and he is released, after Brideman, Hannon's lieutenant, corroborates her statement. Bob and Val ride away together as the rope is adjusted around Brideman's neck.

PRESS Jack Holt and Bebe Daniels Make Hit in "North of the Rio Grande" REVIEWS

THAT the screen public never tires of tense, virile, out of doors drama, was exemplified last night at the . . . Theatre by the enthusiasm of a large audience that watched "North of the Rio Grande," a new Paramount Picture starring Jack Holt and Bebe Daniels.

A well defined plot holds together the units of the tale, novelty being provided by the rather unusual dramatic devices of twin horses. And when one speaks of the equine actors, mention should be made of the marvelous feats of Jack Holt's mount, announced as a champion "jumper." The horse in question certainly adds several thrills to the action.

Bebe Daniels proves that she can ride a horse and appear to just as good advantage against a "cow" background as in the drawing rooms of her previous productions. Charles Ogle, Alec Francis and Will Walling, well-known character players, add much to the entertainment values of this picture of wild life along the border.

Cliff Dwellings in Picture.

"Shots" taken of the homes of cliff dwellers in Arizona inhabited 4,000 years ago, are an interesting feature of "North of the Rio Grande," the Jack Holt-Bebe Daniels Paramount picture which opened last night at the . . . Theatre for a . . . day run.

The scenery isn't everything in this picture. It's a strong story of life along the southern border and a novel twist is given by the introduction into the action of "twin horses." Mr. Holt and Miss Daniels make a strong pair of co-stars. Their performances pleased their admirers immensely. Other members of the cast include Charles Ogle, Alec Francis, Will Walling, Jack Carlyle, Fred Huntley and Shannon Day.

"North of the Rio Grande" Scores

Jack Holt and Bebe Daniels appeared as co-stars in "North of the Rio Grande," with considerable success on the presentation of that Paramount picture at the . . . Theatre yesterday.

The combination of these two popular players is a strong one as both possess the verve and "fire" which the public likes in their out of door dramas. Mr. Holt's performance was excellent. Miss Daniels hasn't been seen in a "western" for some years—but she proves that she is excellent as a horsewoman. Rollin S. Sturgeon directed this Paramount picture from Will M. Ritchey's scenario. Prominent players include Will Walling, Charles Ogle, Alec B. Francis, Fred Huntley, Jack Carlyle and Shannon Day.

"North of the Rio Grande" a Treat

Western travelers are going to see familiar sights while those who have never ventured beyond the Rockies have a treat in store for them in "North of the Rio Grande," the new Paramount picture co-starring Jack Holt and Bebe Daniels which opened at the . . . Theatre last night.

Beautiful shots of rugged country and cliff dwellings along the Apache Trail, Arizona, are varied by the riding feats of Jack Holt, mounted on "Robin Hood," his champion "jumper," and a band of twenty-five cowpunchers. Bebe Daniels has not been seen in westerns for years but is delightful as "Val."

"NORTH OF THE RIO GRANDE"

A Tremendous Western Photoplay Co-starring
JACK HOLT and BEBE DANIELS
A Paramount Picture

Intensely Dramatic Filled
With Heart Appeal Superb
Photography Artistically
Directed


Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in



A Paramount
Picture

"NORTH OF THE RIO GRANDE"

Filled With Picturesque Scenes, Thrilling Moments and Real Drama



Captured!

A Paramount Picture

**JACK
HOLT**

AND

**BEBE
DANIELS**

IN

"North of the Rio Grande"

Captured! By its whirlwind sweep and mighty climaxes—that's what happens to everybody who sees this action-romance of the Great Southwest.


From the story "Val of Paradise" by Vingie E. Roe
Directed by Joseph Henabery — Scenario by Will M. Ritchey

(Two-Column Press Ad 2A)

| | | |
|---|--------------------------------|------------|
| All Week | THEATRE | Noon to 11 |
| <p>Jack HOLT</p> | <p>Bebe DANIELS</p> | |
| <p>in</p> <p>"North of the Rio Grande"</p> <p><i>A Paramount Picture</i></p> | | |
| <p>Other Features</p> | | |

Two-Column Type Ad

THEATRE




Jesse L. Lasky presents

JACK HOLT
AND
BEBE DANIELS

IN
"North of the Rio Grande"

A Paramount Picture

Love on the Roaring Plains!



One-Column Press Ad 1A

Jack
HOLT

and

Bebe
DANIELS

in

"North of the Rio Grande"

A Paramount Picture

One-Column Type Ad

Jesse L. Lasky
Presents

Finds

MEET
WHO

Champion
Screen D
the

MAKING
"North of the Rio Grande" picture which Theatre for ning well-known the stars of world of cin Robin Ho as a champi of six feet. and was tak picture beca the jumping towering sto The jump "North of the more western trap rider are m used for ho Undoubted steed will pr lovers of thi Hood is no performer, punchers b cow ranches favorite cow include such champion world; Chey champion zona; Pearly pion team ro "North of adapted by "Val of Par Included in Charles Ogh Francis, Jack and Shannon

JUST

It's On Be
in "N

BEBE DA
mount
having caught along t for scenes "Grande," a which she o and which at the Her tender her and in Trout to the him back in "Just think little fish is friends that afternoon w "No use," Director Stu lieve him. another one

Paramount
Picture

Drama

Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

"NORTH OF THE RIO GRANDE"

A Paramount
Picture

Finds His Father's Murderer, Then Risks His Life to Save Him—Why?

MEET ROBIN HOOD! WHO'S HE? HE'S A HORSE!

Champion Jumper Makes
Screen Debut in "North of
the Rio Grande"

MAKING his screen debut in "North of the Rio Grande," a Bebe Daniels-Jack Holt Paramount picture which opens at the Theatre for days beginning is Robin Hood, as well-known in the horse world as the stars of the photoplay are in the world of cinema.

Robin Hood is nationally known as a champion jumper with a record of six feet. He belongs to Mr. Holt and was taken on "location" for this picture because of scenes requiring the jumping of small canyons and towering stone fences.

The jumping of Robin Hood in "North of the Rio Grande" is all the more remarkable because the western trappings of both horse and rider are much heavier than those used for horse show jumper.

Undoubtedly the feats of this steed will prove of interest to horse-lovers of this city. However, Robin Hood is not the only star equine performer, as twenty-five cowpunchers borrowed from Arizona cow ranches brought with them their favorite cow-ponies. The punchers include such notables as Red Eagle, champion "bull dogger" of the world; Cheyenne (Pascal Kaiser), champion bareback rider of Arizona; Pearly and Tom Morris, champion team ropers of Arizona.

"North of the Rio Grande" was adapted by Will M. Ritchey from "Val of Paradise" by Vingie E. Roe. Included in the list of players are Charles Ogle, Will Walling, Alec B. Francis, Jack Carlyle, Fred Huntley and Shannon Day.

JUST A FISH STORY!

It's On Bebe Daniels, Co-Star
in "North of the Rio
Grande"

BEBE DANIELS, dainty Paramount star, is credited with having caught a trout while on location along the Salt River, Arizona, for scenes in "North of the Rio Grande," a Paramount picture in which she co-stars with Jack Holt, and which will be the big feature at the Theatre next days beginning next.

Her tender heart got the better of her and instead of carrying Mr. Trout to the cook tent she dropped him back into the water.

"Just think," said Jack Holt, "That little fish is going to tell all of his friends that he had a wonderful afternoon with Bebe Daniels."

"No use," pessimistically retorted Director Sturgeon. "They won't believe him. They'll think it's just another one of those fish stories!"

Advance Press Stories

Send Them to the Editors of
Your Home Town Newspapers
Who Want and Will Print
Them. This Publicity Will be
Profitable for You.

HER TENT LEAKED! BEBE DANIELS FLOOD REFUGEE!

Paramount Star Has Experience
in Making "North of the
Rio Grande"

PRIDE often goes before a fall—or a wetting.

They tell it on Bebe Daniels that when Paramount operatives built a "location" camp fifty miles from Phoenix, Ariz., for scenes in "North of the Rio Grande" the nicest tent and the only one with a board floor, was allotted to the brunette beauty and her mother.

And the first night there came a violent rain storm. As luck would have it, Bebe's tent was the only one in camp whose guy ropes hadn't been properly fastened. In a few minutes rain began coming through in cascade, nearly drowning its occupants.

All the while the men of the camp slept cozy and dry 'neath canvas that had been sufficiently stretched. But chivalry reigns supreme and on hearing of Miss Daniels' predicament, the men piled out into the wet and valiantly came to the rescue.

This big feature will be shown at the Theatre next days beginning next.

MEET JACK HOLT'S SON!

"North of the Rio Grande"
Co-Star Tells Story
About Lad

LIKE kiddie stories? Here's one from fildom.

One day Jack Holt, Paramount star, who is to open at the Theatre next days beginning next, in "North of the Rio Grande," returned home from the studio to find his young son Tim, laughingly gleefully, his face covered with blackberry jam.

"Good!" shouted the little chap. "Good," answered "Papa" Jack. "How do you know it's good? You're not eating it—you're wearing it!"

25 REAL COWPUNCHERS OF ARIZONA IN THIS FILM

Not a "Movie" Cowboy Seen
in Picture, "North of the
Rio Grande"

A WESTERN picture and not a "movie" cowboy in it!

This is the distinction given "North of the Rio Grande," a Jack Holt-Bebe Daniels Paramount picture which opens at the Theatre for days beginning next.

For instead of recruiting his cowpunchers in Hollywood, Director Rollin Sturgeon waited until he arrived at his Arizona "location"—and then employed twenty-five from bona-fide cow ranches.

Remarkably rugged scenery, "shot" in places where it is said no cameras have ever before found lodgment, form a background for a story which carries its action swiftly back and forth across the great border and involves the two popular co-stars in a story which combines thrills, romance and pathos in equal parts. The supporting company is excellent.

600 MILES—NO FENCE!

"North of the Rio Grande"
Filmed in Vast Cow
Country

NO fences for 600 square miles—a vast area of unfenced rough and rugged Arizona "cow country"—such was the locale for the outdoor scenes of "North of the Rio Grande," the Jack Holt-Bebe Daniels Paramount picture which opens at the Theatre for days beginning next.

The twenty-five cowpunchers used are real, honest to goodness cowboys from the various cow outfits roaming this immense stretch of country. The picture offers Mr. Holt and Miss Daniels excellent dramatic chances in an entertaining and romantic story.

SH-H-H! IT'S A SECRET! BEBE DANIELS IS FRECKLED!

Pretty Star Gets Crop While
Filming "North of the
Rio Grande"

WOULD you believe it? Bebe Daniels has freckles!

The tell-tale evidence was accumulated on a month's "location" in the rough and rugged Arizona cow-country for scenes in "North of the Rio Grande," a western picture in which she co-stars with Jack Holt.

The appearance of the freckles is explained by the fact that this picture offered the first long sequence of "out door stuff" pretty Bebe has done for several years.

They do say that the exquisite Danielian nose became plentifully decorated with the brown "beauty spots" generally considered to be the exclusive property of Wesley Barry, the juvenile of the screen.

"North of the Rio Grande" will be shown at the Theatre next days beginning next.

IF YOU BELIEVE IT, IT'S SO!

Dainty Bebe Daniels Teaches
Trout to Swim Backwards!
That's the Story!

IN "North of the Rio Grande," a Jack Holt-Bebe Daniels Paramount picture which will open at the Theatre for days beginning next, a little mountain creek is shown in which the trout are said to have been so thick that waders stepped on them on fording the stream.

That's a good fish story "as is"—but it gets even better when Bebe insists that she caught one with her hands—and taught it to swim backward!

"North of the Rio Grande" is an entertaining adaptation of "Val of Paradise," a novel by Vingie E. Roe. The co-stars are supported by well-known players.

Thrilling Western Picture

Jack Holt and Bebe Daniels are co-stars in "North of the Rio Grande," a thrilling western Paramount picture, which comes to the Theatre next days beginning next. This is said to be a remarkable production in which the popular stars have roles of great force.

Last Showings Today

Lovers of strong virile western photoplays, will find "North of the Rio Grande," a Paramount picture co-starring Jack Holt and Bebe Daniels quite to their tastes. The picture has scored a decided hit and the final showing at the Theatre will take place today.

Seven

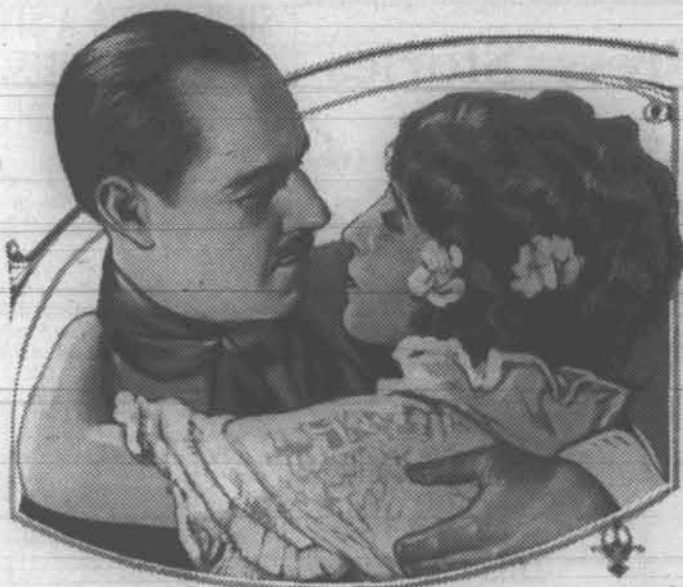
Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

A Paramount
Picture

"NORTH OF THE RIO GRANDE"

Thrilling Action Screen Drama Filmed Amid Romantic Surroundings



Jack Holt and Bebe Daniels in a scene from the Paramount Picture "North of the Rio Grande"

Production Cut 2P



Bebe Daniels
in the Paramount Picture
"North of the Rio Grande"

Production Cut 1PA

*Mats or electros
at your exchange*

Theatre Name Here

JESSE L. LASKY
PRESENTS
**JACK
HOLT**



**BEBE
DANIELS**



"NORTH OF THE RIO GRANDE"

Love with a price on its head—love riding like the wind over burning sands and fighting through to happiness amid the Western hills—a two-star romance with 100 exhilarating thrills!

—Also—

Paramount-Mack Sennett Comedy

Two-Column Ad With Supplementary Cut 2AS



Jack Holt in the
Paramount Picture
"North of the
Rio Grande"

Production Cut 1PB

Love Waits
**"North of the
Rio Grande"**

Teaser Ad

Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

A Paramount
Picture

"NORTH OF THE RIO GRANDE"

Romance and Pathos of Rush Along Border in Days of Terror

CO-STARS VISIT CLIFF DWELLINGS IN ARIZONA

Tenants Dead 4000 Years So
Jack Holt and Bebe Daniels
Left Visiting Cards

LEAVING visiting cards at the homes of the late Mr. and Mrs. Cliff Dweller, has been a recent pastime of Bebe Daniels and Jack Holt, popular Paramount stars.

Of course, the towering rock residences of Mr. and Mrs. C. D. haven't been occupied for more than four thousand years—but inasmuch as the cliff-dwellings were only a short walk from the Arizona "location" camp of the co-stars—it wouldn't have been neighborly not to have dropped in.

For scenes in "North of the Rio Grande," a romantic tale which carries its action above and below the border, the Jack Holt-Bebe Daniels company camped for several weeks at Mormon Flats, fifty miles from Phoenix, and in the heart of the cliff-dwelling and Apache country. The rough and rugged surroundings are said to have afforded Mr. Holt and a band of twenty-five cowboys splendid opportunities for some "trick" riding.

"North of the Rio Grande" will open at the Theatre for days beginning next. Rolling Sturgeon directed. Well-known supporting players include Alec B. Francis, Will Walling, Charles Ogle, Fred Huntley, Shannon Day and Jack Carlyle.

TWIN HORSES IN PICTURE!

Fine Equines Show Mettle in
"North of the Rio Grande"

Twins, triplets and even quadruplets of human persuasion have been used time and again as motion picture dramatic devices. Now, for the first time, twin horses have made their appearance on the silver sheet.

They're having their innings in "North of the Rio Grande," a Paramount picture coming to the Theatre next which co-stars Jack Holt and Bebe Daniels. The call of blood between the two equines gives a novel twist to the plot of this entertaining romance of the hard-riding, swift-loving Southwest. The feature was adapted by Will M. Ritchey from "Val of Paradise," by Vingie E. Roe. The photoplay is dramatic and thrilling.

Franciscan Fathers in Film

The ministering work of the Franciscan Fathers at the various Indian missions along the southern border, is shown interestingly in "North of the Rio Grande," the Jack Holt-Bebe Daniels Paramount picture now at the Theatre. It was adapted by Will M. Ritchey.

Press Publicity Punches

The Stories on This Page Will
Interest All Motion Picture
Lovers of Your Home Town.
Send All of Them to the Editors
of Your Newspapers.

TWIN HORSES VEST PICTURE WITH NOVELTY

Celebrated Equines in Holt-
Daniels Film, "North of
the Rio Grande"

TWIN horses are an unusual dramatic novelty said to give a decidedly different twist to "North of the Rio Grande," the Jack Holt-Bebe Daniels co-star Paramount picture which opens at the Theatre for days beginning next.

It cannot be doubted, however, that the twin horses seen in "North of the Rio Grande" provided action equally interesting with that of "twin" stage plays such as "Twelfth Night," "Comedy of Errors," "Hoodman Blind," "The Twin Sister" and "The Crystal Gazer." For the call of blood between two great equines, "Comet" and "Meteor," is said to give a novel touch to this play of the West written by Vingie E. Roe and scenarized by Will M. Ritchey. Rollin S. Sturgeon directed. Supporting players include Alec B. Francis, Charles Ogle, Jack Carlyle, Fred Huntley, Shannon Day and Will Walling.

A BELASCO BACKGROUND

Dame Nature Provides Scene in
"North of the Rio Grande"

A real scene worthy to serve as a David Belasco background! That's what stage experts are claiming for a love episode in "North of the Rio Grande," a Jack Holt-Bebe Daniels co-star Paramount picture which will be shown at the Theatre, next The two players are seen in a narrow canyon just as the sun is setting. Huge barrel and tree cacti jut out of the towering stone walls which rise straight up on both sides. The scene breathes the spirit of the great out-of-doors, of the country where Dame Nature is most decidedly still in the rough.

CELEBRATED ARIZONA COWBOYS IN MOVIES

Several Frontier Notables Make
Debut in "North of the
Rio Grande"

CELEBRITIES of the Arizona Southwest; real sure enough cowboys with records to their name, make their initial screen appearances in "North of the Rio Grande," a Jack Holt-Bebe Daniels Paramount picture which is to open at the Theatre for days beginning next.

Red Eagle, an Indian who holds the world's championship for bull-dogging steers, takes a prominent part in the exciting action which involves the two stars in incidents both above and below the southern border. Red Eagle has in his veins the blood of a notorious Apache chief who sixty years ago is credited with having massacred a hundred Mormons in the very country depicted in the photoplay.

SLEPT IN HORSE TENT

Jack Holt, Star, Watches Animals on Location

"The horses' comfort first." This axiom among horsemen received special exemplification during the three weeks spent by the Jack Holt-Bebe Daniels company making scenes for "North of the Rio Grande," a Paramount picture screened in the Arizona cow country, which will be shown at the Theatre next A special tent was fixed up for the use of Jack Holt, but he used it only as a dressing room, moving his cot down to the horse tent. For among the equines are two of his own, "Robin Hood," champion jumper, and "Cannonball." On ordinary occasions Mr. Holt is willing to trust to others, but when it comes to his own horses he must be personally sure of the care they are getting. And his horses got it as the picture proves.

HORSES ARE CAUGHT IN QUICKSAND! SAVED!

Realistic Scene Pictured in
"North of the Rio Grande"
Photoplay

THE script called for horses to flounder in dangerous quicksand—and the quicksands were most unexpectedly there!

There's a chase scene in "North of the Rio Grande," the Jack Holt-Bebe Daniels Paramount picture which will be shown at the Theatre next where Mr. Holt escapes across a stream when the men following him are supposed to be caught by the treacherous sands.

And the creek picked proved to have a quicksand bottom. The cowpunchers found they really had to get down and work in order to get out of the stuff. Therefore it's not a feigned, but a real life struggle the camera has caught.

"North of the Rio Grande" was directed by Rollin Sturgeon. Will M. Ritchey adapted it from "Val of Paradise" by Vingie E. Roe. The supporting cast is excellent.

A NATURAL BATH TUB

But It Didn't Suit Co-Star of
"North of the Rio Grande"

There are sections in the great American Southwest which still savor of the primitive.

They tell it on Bebe Daniels that while making Arizona location scenes in "North of the Rio Grande," a Paramount picture coming to the Theatre for days, next and in which she co-stars with Jack Holt, the company arrived at a small road-side inn along the famous Apache Trail.

It was an inn built primarily to provide emergency eating and sleeping accommodations for passing travelers.

"Where's the bath tub?" queried Bebe, hot and dusty from a long ride.

"Thar she be, miss," replied the host, pointing to a shallow stream in which some hogs were wallowing. "Jump right in."
But Bebe didn't.

Real Cowpuncher Talk

Learning typical Arizona cowpuncher expressions proved a pastime for Bebe Daniels and Jack Holt while doing "location" scenes for "North of the Rio Grande," their co-starring Paramount picture now at the Theatre.

Here's a sample, "He didn't have no more sense than old Joan's horse—and Joan's horse swum across a stream to get a drink of water."

Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

"NORTH OF THE RIO GRANDE"

A Paramount
Picture

Well Defined Plot, Splendid Photography, Amazing Horsemanship

THE story, "North of the Rio Grande, is one of the most thrilling, sweeping yarns ever picturized, and the players who interpret it could not have been better selected. It is a Western picture, a sizzling romantic drama of the great outdoors, of the land where men are men. It moves with the sure breathless speed of the two wonderful horses around which it is woven; it has situations to set the pulses throbbing, the heart beating wildly and the brain to stand still at the wonder of what is going to happen next. It has suspense, vigorous action and a thunderbolt surprise just before the end. And it has been filmed in the actual settings—down in Arizona. So you will find that from such facts as these there are boundless exploitation possibilities. Here are a few which are suggested to you. They in their turn will suggest others, and a box-office triumph should result.

Teasing 'Em In

There are many phrases and questions which, if liberally sprinkled in the right places, will bring picture patrons to your theatre. Take, for instance, such as these:

WHAT IS NORTH OF THE RIO GRANDE?
HAVE YOU EVER BEEN NORTH OF THE RIO GRANDE?
NORTH OF THE RIO GRANDE YOU'LL FIND IT!
IF YOU'LL SEEK ROMANCE AND THRILLS—GO NORTH OF THE RIO GRANDE!
IT TOOK PLACE NORTH OF THE RIO GRANDE!
? — NORTH OF THE RIO GRANDE—?

There are countless others that you can devise, and in addition there is just the title used by itself. You can also say "This Theatre is North of the Rio Grande—What of it?" Getting the folks in by the teaser route is always a good and workable one. You'll find that this picture presents exceptional possibilities for teasing.

Book-Store Tie-Up

Repeatedly in the past, the bookstore tie-up has been suggested to you, so that by now you will have realized just how useful this form of exploitation is. You will know, too, that it is a procedure which is not temporary in its benefits but lasting, for in the majority of its cases it is of benefit also to the bookseller and thus you gain a friend who will always be willing to assist you in your exploitation. In the case of "North of the Rio Grande"—as with "The Crimson Challenge,"—the author is Vingie E. Roe. This novel in the present case though, was written under the title, "Val of Paradise."

Your bookseller can make use of this fact to push stocks of any Vingie Roe books which he may have in hand, simply by tying up with the picture. at your theatre.

Interesting Sporting Editors

Practically the entire action of the story revolves around two famous blood horses. In this

EXPLOITATION HINTS
on This Page are Practical
and if Utilized Liberally,
Your Showing Will be Highly Successful.

fact there is nothing particularly unusual. But then, these horses are twins; and that is a circumstance as rare as heat-waves in Greenland. So undoubtedly the editor of your paper, if he

"NORTH OF THE RIO GRANDE"

A Rhymed Review
By Albert Deane

DOWN there in Arizona there's a great, fine land,
It's boundless—and it's North of the Rio Grande;
A land of golden chances and real men it breeds,
The kind of men who know just how to meet their needs.

The man who's in this story is a real he-man,
Red-blooded, swift and built along the proper plan;
A man all made for action, with a cold-steel nerve,
A man who is the very truest thing in verve.

The girl who's in the story has a heart that's true,
The blood it pumps is red, although it could've been blue;
Her horsemanship would bring one many miles to see,
Her beauty is exquisite, but her heart is free.

And then there are two others that must not be missed,
Twin horses both so speedy, they would pass by whist-t-t-t.
Sometimes they went so swiftly that smart folks would find,
Their shadows oft were trailing fifty yards behind.

One day a wayward bandit set all four of these adrift,
And bitter were their hardships ere Love patched the rift;
But at last they came together and all four took stand,
To live forever North there of the Rio Grande.

conducts a racing column, will be more than ordinarily interested in the fact and should be willing to make liberal mention of the circumstance of twin horses being seen in a Paramount picture. Have him see the picture if possible and he will be interested, for it is a picture of fire and thrills.

A Worth While Ballyhoo

If there is a racing stable in your town, you might be able to induce the owner to popularize his horses with a display, and incidentally help you. Have him parade them through the main streets, covered with customary horse cloths, and on these cloths you can have an announcement somewhat as follows:

Here are and
Are they faster than Comet and Meteor,
the demon horses of Arizona?
See "NORTH OF THE RIO GRANDE"
At the Theatre next
Jack Holt and Bebe Daniels, Paramount stars are featured in this picture.

A Race Course Ballyhoo

If you have the opportunity to see the picture in advance, you will observe that the biggest exploitation possibilities lie in the two horses, both of which are so swift that every five miles they stop for a few seconds in order that their shadows may catch up with them. These horses—always providing that your theatre is in a racing town—are going to serve as your biggest exploitation bets. The racing season will assist you especially if a race happens to fall a little before your screening date. Arrange with the racing committee to have run, between two of the races, a small race between two horses not otherwise occupied. These two can be named respectively Comet and Meteor, and there is no particular order in which they shall finish. All that is necessary is that the onlookers be advised that the real Comet and Meteor can be seen at your theatre when "North of the Rio Grande" is being screened.

Other Race Course Stunts

While tying-up with the race course committee it might be advisable to run an advertisement in their program, relating to the respective merits of the twin racers, being emphatic upon the point that the horses are twins. This is a point that would be bound to get the sportsmen's attention quicker than anything else. Also the advertisement will place you more in a light to ask favors of the committee.

Another stunt that you can work is to have imitation betting tickets made, some printed with the name Comet and others with the name Meteor. They can also bear other particulars such as the name of your theatre and the screening date. Also, if you desire to run the interest real high, you could mark say half a dozen of them, in such a way that they would be good for admission to your theatre.

Prologue Suggestions for "North of the Rio Grande"

THERE are several ideas which suggest themselves for an effective though simple prologue. They involve a song or a musical interlude and might be presented either against your drop curtain, or against a setting which can be specially arranged for the occasion.

For instance, a singer can be engaged to render several songs dealing with that particular part of the country shown in the picture. Such songs as "The Silvery Rio Grande" and "Arizona" would be effective if rendered against a camp fire setting, or a drop curtain showing the Rio Grande. If you would care to show slides to accompany the singing, these can be obtained from almost any slide dealer.

Perhaps in place of singing you could have several poems of this

country recited, especially if your theatre is so situated that it has a more than ordinary interest in Arizona and the great Southwest.

Then for a more elaborate prologue, you might stage a camp-fire scene or a ranch house balcony scene and have a serenading interlude performed by a group of skilled musicians. They could play the languorous music of the Southwest, and be dressed in appropriate costumes of the country. The lights could then fade from this scene, but the music could still continue through the introduction of the picture and right on through the feasting scenes with which the picture commences. Towards the end of these it could die out, just where the merriment in the picture turns to tragedy. This would add an unusual atmosphere to the picture.

Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

A Paramount
Picture

"NORTH OF THE RIO GRANDE"

Superb Shots of Plain and Mountain Country in Historic Apache Land

AFRAID OF THIS INDIAN? NO: RED EAGLE'S TRUE BLUE

Aborigine With History Plays Part in
"North of the Rio Grande"

HOW'D you like to have in the same camp with you a man in whose veins runs the blood of a renegade Apache chief, who, sixty or more years ago, accomplished the murder of hundreds of whites?

That's been the experience of Jack Holt and Bebe Daniels who spent several weeks in making Arizona locations scenes for "North of the Rio Grande," a Paramount picture in which they co-star and which is on view at the Theatre this week.

Red Eagle, a leader of the band of twenty-five cowpunchers used in the picture, is the grandson of Chief Red Eagle, whose band exterminated an immigrant train during the gold rush days, long ago.

The 1922 Red Eagle, however, is not a savage, but a well-educated half-breed who has the distinction of being the champion "bull dogger" of the world, a high honor in cowpunching circles. He plays an important part in the stirring action contingent upon a story of life above and below the southern border. The picture is based on the novel, "Val of Paradise," by Vingie E. Roe.

Shaved the Wrong Face

Strange tales are told of the Arizona "location" trip taken by the Jack Holt-Bebe Daniels company for scenes in "North of the Rio Grande," now at the Theatre. A stiff wind was blowing one morning when Jack Holt and Will Walling were attempting to shave from the same swinging segment of broken mirror.

"Hey!", yelled Walling in the midst of the operation, grabbing his chin where a red smear suddenly appeared, "Whose face do you think you're shaving?"

Don't Believe in Ghosts

It's a good thing Bebe Daniels and Jack Holt don't believe in ghosts. For "Mormon Flats", Arizona, where they camped an entire month for scenes in "North of the Rio Grande" which is doing an enormous business at the Theatre this week, is the site where sixty years ago 107 Mormons were massacred by a band of Apache Indians. The Apache Trail, the Mexican border and other interesting western sights are features of this western story adapted from "Val of Paradise" by Vingie E. Roe, which Rollins Sturgeon directed from the scenario by Will M. Ritchey.

Full Blood Indian in Picture

Jack Holt and Bebe Daniels, co-stars of "North of the Rio Grande" now showing at the Theatre, had the experience, during the making of this Paramount feature, of being in the same camp of a marauding Apache chief implicated in the murder of a hundred white persons some fifty years ago.

The present day Red Eagle, however, is not a savage, but a well-educated half-breed who is a world's champion at "bull-dogging" steers, a high honor in cow circles. He plays an important part in the stirring action contingent upon the story of life above and below the border. This great picture was adapted by Will M. Ritchey from Vingie E. Roe's novel "Val of Paradise."

On this Page are
Several Stories to Be
Sent to Your News-
papers During the Run
of "North of the Rio
Grande" They are
Worth While.

"COW COUNTRY" PICTURE IS "NORTH OF THE RIO GRANDE"

Celebrated Cowpunchers of Southwest
Vest Production With Realism

AS "North of the Rio Grande," now at the Theatre, is a "cow country" picture with Indian-Mexican sidelights, Director Rollins Sturgeon set about it to surround himself with a corps of experts to furnish the proper local color and provide technical advice.

Included in the corps of cowpunchers who appear in support of the Paramount co-stars, Jack Holt and Bebe Daniels, are Red Eagle, grandson of a famous Apache chief, "Cheyenne", bareback riding champion of Arizona; Pearl and Tom Morris, team roping champions of Arizona.

"North of the Rio Grande" is an entertaining out of doors romance. Included in the cast are Alec Francis, Charles Ogle, Shannon Day, Will Walling and Jack Carlyle.

Plays Prank on Tenderfeet

"Somewhere in Arizona" are two sadly disappointed film fans.

A "flivver" rocking along roads fifty miles from Phoenix met a cavalcade of cowpunchers.

"Can you tell us," asked the driver, "where the Paramount moving picture company is located?"

"That we can," replied the party's leader, "who is it you want to see?"

"Jack Holt and Bebe Daniels," replied the travelers in chorus.

"Bebe Daniels is not in camp right now. If you want to see Jack Holt—just look him over!" said the leader, striking a dramatic attitude, following which he consented to be photographed with the excited pair.

The cowboys in the party, all members of the company making "North of the Rio Grande," now at the Theatre, wondered what the tenderfeet would think when the Phoenix film developers told them that the "Jack Holt" of the pictures is none other than Tex Barclay, noted ranch owner and one of the most irrepressible practical jokers in Arizona.

Use All The Accessories

Paramount exhibitors should use all the accessories prepared for this production and which are shown on other pages of this Press Book. They are appropriate and have great exploitation value.

BEBE DANIELS BOOMS TOOTH BRUSH MARKET

Co-Star in "North of the Rio Grande"
Charms Cowpuncher Bunch

WONDERFUL indeed is the civilizing influence of a woman. Twenty-five cowpunchers, ordinarily not particularly vain of their personal appearance, were hired in Arizona for cow country scenes of "North of the Rio Grande," a new Jack Holt-Bebe Daniels Paramount picture now at the Theatre. All went well until Bebe Daniels reached the scene, then the cowpunchers gasped!

The camp was fifty miles from the railroad. Work had only been under way a day, however, when the stage driver found himself burdened with numerous orders for tooth brushes, tooth paste, hair brushes, combs and an imposing list of various toilet aids intended to increase masculine attractiveness.

All of which goes to prove that human nature is just about the same wherever you find it—when there's a beautiful woman like Bebe Daniels in the case. "North of the Rio Grande" was adapted by Will M. Ritchey from "Val of Paradise" by Vingie E. Roe. Rollins Sturgeon directed.

Primitive Life on Location

Half a hundred miles from telephones, railroads and porcelain bath-tubs! Who says motion picture folks don't have to work for their money?

Jack Holt, Bebe Daniels, Director Rollins Sturgeon and twenty-five cowboys camped for a solid month on Mormon Flats, Arizona, reached only by an occasional stage. It took nine hours to get even a toothbrush! "North of the Rio Grande" the Paramount picture now at the Theatre, reflects in the ruggedness of the scenery shown, the actual physical difficulties undergone in the making of the production.

Bebe Daniels Shoots at Cat

A wild cat howled dismally. It was a windy, rainy night on the Arizona desert.

Bebe Daniels jumped from her cot, grabbed her 44 gun and sent a shot screaming from her tent in the camp where scenes were being made for "North of the Rio Grande" a new Paramount picture, now showing at the Theatre.

A tousled head peeped out from a nearby cow-puncher's tent.

"What you all aiming to do? Shoot Slim's wild cat after he rode all the way in to Mesa to fetch her? Reckon you all better be careful how you handle that little play-gun or you might skeer that little pet kitten of Slim's."

Following these remarks the head disappeared and Bebe returned to her cot, a wiser lady concerning the habits of Arizona cow-punchers and their animal pals.

Walling Experienced Player

He's only appeared in ten photoplays. But that's hardly a fair estimate of the dramatic experience of Will R. Walling who plays "John Hannon" in "North of the Rio Grande," the Jack Holt-Bebe Daniels Paramount Picture now at the Theatre.

Mr. Walling in thirty years as a stock actor, has appeared in more than 700 different plays, which is believed to constitute a world's record in the field of acting.

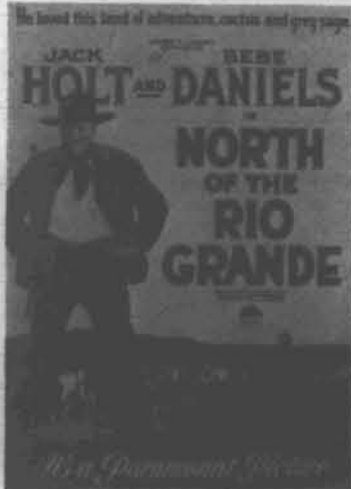
Jesse L. Lasky
Presents

Jack Holt and Bebe Daniels in

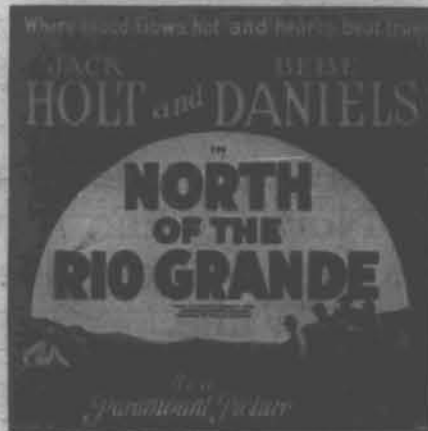
"NORTH OF THE RIO GRANDE"

A Paramount
Picture

A Western Photodrama With Not a Single "Movie" Cowboy In It!



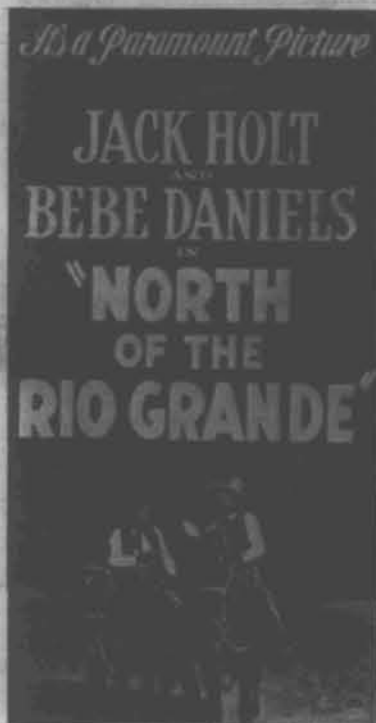
One Sheet-1A



Six Sheet-6A



One Sheet-1B



Three Sheet-3A

EXHIBITORS' ADVERTISING ACCESSORIES for "NORTH OF THE RIO GRANDE"

All these accessories can be secured from your exchange. Send list of what you want, with check or money order.

Note: The prices quoted below are base prices only. The more accessories you buy, the less the individual accessory costs. Get the QUANTITY PRICE SCHEDULE from your exchange.

| POSTERS (as illustrated on back cover) | |
|--|------|
| One Sheet (1A and 1B) | .15 |
| Three Sheet (3A and 3B) | .45 |
| Six Sheet (6A) | .80 |
| LOBBY DISPLAY PHOTOS | |
| 22x28 Color | .50 |
| 22x28 of Jack Holt | .60 |
| 11x14 Set | .60 |
| 8x10 Publicity, each | .10 |
| SCENE CUTS (Coarse Screen) | |
| One Column | .25 |
| Two Column | .40 |
| SLIDE | |
| Special Announcement Slide | .15 |
| CUTS OF JACK HOLT | |
| One Column | .25 |
| Two Column | .40 |
| Circle Thumbnail (Coarse or Fine) | .15 |
| CUTS OF BEBE DANIELS | |
| One Column | .25 |
| Two Column | .40 |
| Circle Thumbnail (Coarse or Fine) | .15 |
| ADVERTISING CUTS | |
| One Column | .35 |
| Two Column | .65 |
| Three Column | 1.35 |
| Supplementary (Two Columns) | .25 |
| MATS, ADVERTISING, PRODUCTION, Etc. | |
| One Column | .05 |
| Two Column | .10 |
| Three Column (Adv. only) | .15 |
| Press Book, Music Cues and Exploiters are GRATIS | |



Three Sheet-3B



Announcement Slide



Lobby Card (22x28)

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress